



Applied Commerce Educators of Manitoba (ACEM) October 24, 2025 Schedule & Session Descriptions

	<i>Option 1: Dream It, Do It: Careers, Creativity, and Connections</i>	<i>Option 2: Commerce With Care: Exploring Ethics and Empathy in Action</i>	<i>Option 3: Pitch and Play: Creative Commerce Activities for the Classroom</i>
8:55 AM	Welcome and Land Acknowledgement Presenter: Raven Zacharias		
Session 1 9:00-10:00	Career Connections: Exploring Your Future with Youth Employment Services Alex Klassen	Info for Creating Healthier Spaces: Healthy Relationships, Diversity, and Anti-Oppression Chris Romaniuk	What Superheroes Can Tell Us About Economics Dr. Brian O'Rourke & Shelby Sharpe
10:00-10:15	AGM & Elections Presenter: Raven Zacharias & Laurie Anne Vermette		
10:15-10:30	Break		
Session 2 10:30-11:30	Creative Careers in Action: Turning Passion into Profession Kara Joseph	Community & Care: Addressing "Hard Topics" in the Classroom Chris Romaniuk	Personal Finance 101: An Introduction for Teachers and Activities for the Classroom Lorraine Presonka from RRCP Business Admin Program/ Applied Commerce & Management Education
11:30- 11:45	Break		
Session 3 11:45- 12:15	Pitch à la Mode: Learn the Recipe to Cook Up a Winning Elevator Pitch Scott MacAuley from RRCP Business Admin Program/ Applied Commerce & Management Education	Q & A With SERC: Cross-Curricular Connections Chris Romaniuk	Ethics, AI, and Financial Statements – Oh My! Dennis Bishop from RRCP Business Admin Program/ Applied Commerce & Management Education
12:15 - 1:15	Lunch on your own		
Session 4 1:15 - 2:15	Digital and Social Media Marketing: Engaging Photos with Your Phone - Taras Wasyliw from RRCP Business Admin Program/ Applied Commerce & Management Education	Let's Make a Deal: Master the Art of Negotiation Aynsley Read from RRCP Business Admin Program/ Applied Commerce & Management Education	Learning to Use Google Notebook LM and Create Your Own Podcast! Jennifer Powell from RRCP Business Admin Program/ Applied Commerce & Management Education
2:15 - 2:30	Break		
Session 5 2:30 - 3:30	The Art of the Side Gig: Creating and Managing Little Entrepreneurship Ventures as Busy People Marissa Naylor	Digital and Social Media Marketing: Engaging Photos with Your Phone - Taras Wasyliw from RRCP Business Admin Program/ Applied Commerce & Management Education	Managing an Event Escape Room Roselle Turenne from RRCP Business Admin Program/ Applied Commerce & Management Education
3:30 - 3:35 PM Awards Administration	Win \$50 gift cards		Win \$50 gift cards



Session Descriptions:

Option 1: Dream It, Do It: Careers, Creativity, and Connections

9:00-10:00 AM: Career Connections: Exploring Your Future (Youth Employment Services)

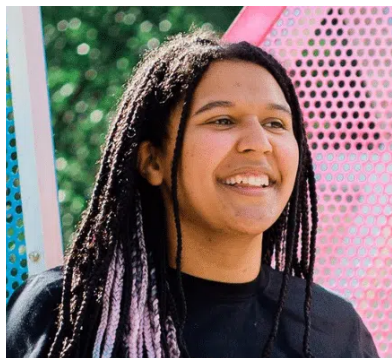
Alex Klassen, Employment Facilitator with Youth Employment Services, aklassen@yesmb.ca



Presented by Alex Klassen from Youth Employment Services (YES), this interactive workshop will introduce participants to career exploration tools, resources, and hands-on activities designed to help youth discover pathways aligned with their interests and strengths. Learn about YES programs, outreach services, and take part in a mini "Job Party" activity to spark conversation around future careers and opportunities. Not teaching a Careers course? No problem! Learn how they connect to the main pillars of literacy, numeracy, and real-world applications.

10:30-11:30 AM: Creative Careers in Action: Turning Passion into Profession

Kara Joseph, Training Programs Manager, Creative Manitoba, training@creativemb.ca



Presented by Kara Joseph from Creative Manitoba, this interactive workshop introduces participants to key business skills for building a career in the creative industries. Through practical tools, resources, and hands-on activities, attendees will explore how to turn creative work into viable professional opportunities. Learn about programs, mentorship, and services offered by Creative Manitoba to support artistic entrepreneurs at any stage of their journey.

11:45AM-12:15PM: Pitch à la Mode: Learn the Recipe to Cook Up a Winning Elevator Pitch

Scott MacAuley, Applied Commerce and Management Education - Sales & Marketing at RRC Polytech, smacaulay@RRC.CA



In this session, participants will learn the "ingredients" required to craft the perfect elevator pitch, or personal sales pitch. Participants will create, evaluate, and refine their recipe. Learning these tools will help teachers (and their students!) develop professional networking skills by giving them tools to articulate who they are, the value they add, and to communicate an "ask". Participants will learn to use Padlet for collaboration.



1:15pm-2:15PM: Digital and Social Media Marketing: Engaging Photos with Your Phone -

Taras Wasyliw, Chair of Applied Commerce and Management Education at RRC Polytech



In this session, participants will discover how to use their phones to create compelling images that strengthen digital marketing strategies. They will explore how visuals can shape brand identity, attract audiences, and promote ideas in ways that are authentic and inclusive. Emphasis will be placed on creating safer digital spaces by using respectful imagery, ethical marketing practices, and strategies that foster positive online engagement. Participants will leave with practical tools to produce content that not only captures attention but also builds trust and community in the digital marketplace.

2:30pm-3:30PM: The Art of the Side Gig: Creating and Managing Little Entrepreneurship Ventures as Busy People

Marissa Naylor, Marketing Coordinator for Stu Clark Centre for Entrepreneurship,
Marissa.naylor@umanitoba.ca



Inspired by the **Stu Clark Centre for Entrepreneurship How to Start a Side Hustle** course, this workshop is all about discovering how you can step into entrepreneurship without giving up your day-to-day responsibilities. You'll learn how to spot small but powerful business opportunities, transform your skills and passions into real income, and master time management as a busy student or professional. From practical strategies for planning, branding, and promotion to tips on balancing your workload, finances, and well-being, this session is packed with insights you can put into action right away. Whether you're curious about freelancing, online selling, or launching a service-based venture, you'll walk away with fresh ideas, actionable tools, and the confidence to kickstart a side hustle that works for you.



Option 2: Commerce With Care: Building Inclusive Spaces for Success

9:00-10:00 AM: Info for Creating Healthier Spaces: Healthy Relationships, Diversity, and Anti-Oppression

Chris Romaniuk, Health Facilitator with Sexuality Education Resource Centre, chrisr@serc.mb.ca



Presented by Chris Romaniuk from the Sexuality Education Resource Centre (SERC – Brandon Office), this workshop explores how to build respectful, inclusive, and supportive environments through gaining knowledge and understanding of diverse topics. It covers key aspects of healthy relationships, embracing diversity, and introduces anti-oppression strategies to promote equity and well-being in personal and community spaces.

10:30-11:30 AM: Community & Care: Addressing “Hard Topics” in the Classroom

Chris Romaniuk, Health Facilitator with Sexuality Education Resource Centre, chrisr@serc.mb.ca



Presented by Chris Romaniuk from the Sexuality Education Resource Centre (SERC – Brandon Office), this workshop builds upon “Info for Creating Healthier Spaces” and offers educators tools and strategies for navigating sensitive or challenging conversations in the classroom. Participants will explore how to create inclusive, respectful, and trauma-informed spaces that support student well-being. Topics include healthy communication, equity, and anti-oppression practices to foster a classroom culture rooted in care, understanding, and community.

11:45AM-12:15PM: Q & A With SERC: Cross-Curricular Connections

Chris Romaniuk, Health Facilitator with Sexuality Education Resource Centre, chrisr@serc.mb.ca



Presented by Chris Romaniuk from the Sexuality Education Resource Centre (SERC – Brandon Office), this short session allows attendees to ask questions regarding their offered workshops and cross-curricular connections. Use this space to listen, learn, and engage with the topics shared above in a more responsive manner.



1:15PM-2:15PM: Let's Make a Deal: Master the Art of Negotiation

Aynsley Read, Applied Commerce and Management Education - Accounting at RRC Polytech



In this session, participants will learn the art of negotiation, seeking a win-win outcome, and strengthening relationships through the process. Participants will explore principles of effective negotiation, learning how to turn "NOs" into "YESes". Participants will gain the tools to confidently navigate discussions, handle objections, and reach mutually beneficial outcomes. They will develop the skills required in sales, job interviews, and beyond. This session will include learning to play the 'Bluff' game.

2:30PM-3:30PM: Digital and Social Media Marketing: Engaging Photos with Your Phone - Taras Wasyliv, Chair of Applied Commerce and Management Education at RRC Polytech



In this session, participants will discover how to use their phones to create compelling images that strengthen digital marketing strategies. They will explore how visuals can shape brand identity, attract audiences, and promote ideas in ways that are authentic and inclusive. Emphasis will be placed on creating safer digital spaces by using respectful imagery, ethical marketing practices, and strategies that foster positive online engagement. Participants will leave with practical tools to produce content that not only captures attention but also builds trust and community in the digital marketplace.



Option 3: Pitch and Play: Creative Commerce Activities for the Classroom

9:00-10:00AM: What Superheroes Can Tell Us About Economics

Dr. Brian O’Roark, Professor of Economics at Robert Morris University, oroark@rmu.ed
Shelby Sharpe, Coordinator of Education Programs, shelby.sharpe@fraserinstitute.org



If Spider-Man is so smart, why isn’t he rich? What are the economic implications of a tech entrepreneur like Tony Stark actually inventing Iron Man armor? What does the 80-year career of Wonder Woman tell us about the evolving role of women in the workplace? This 1-hour session, presented by Dr. Brian O’Roark in partnership with Shelby Sharpe, will showcase the power of using the pop culture phenomenon of superheroes to teach concepts of economics!

10:30-11:30AM: Personal Finance 101: An Introduction for Teachers and Activities for the Classroom

Lorraine Presonka, Applied Commerce and Management Education - Financial Services from RRC Polytech



In this session, participants will explore creative approaches for engaging learners and encouraging confidence around financial topics. They will also discover resources and classroom strategies that make teaching personal finance more meaningful and accessible. Participants will leave with tools, ideas, and inspiration to bring financial literacy into their practice in ways that are both relevant and adaptable to diverse learning environments.



11:45AM-12:15PM: Ethics, AI, and Financial Statements – Oh My!

Dennis Bishop Applied Commerce and Management Education - Accounting from RRC Polytech



In this session, participants will explore the intersection of ethics, artificial intelligence, and financial decision-making. They will consider how emerging technologies are reshaping the way information is presented and interpreted, and the importance of maintaining integrity in an increasingly digital world. Through discussion and case examples, participants will gain insight into the opportunities and challenges AI presents in relation to financial statements and reporting. They will leave with a stronger understanding of ethical considerations and practical strategies for navigating this evolving landscape

1:15-2:15PM: Learning to Use Google Notebook LM and Create Your Own Podcast!

Jennifer Powell, Chair, Applied Commerce and Management Education from RRC Polytech



Are you looking to learn how to use new tools in your classroom? Look no further! In this session, you will learn to use the tool Google Notebook LM to create a podcast that helps explain the significance of Logistics and Supply Chain Management when starting a business. You will then apply the skills that you learn to create your own podcast in this engaging group activity. This is an exciting session for any teachers looking to use new tools in their classroom, and especially for those looking to apply new skills to their Business Innovations 10S, Entrepreneurship 20S, Venture Development 30S, and Business Management 40S classrooms.

2:30-3:30PM: Managing an Event Escape Room

Roselle Turenne, Applied Commerce and Management Education - Tourism Management from RRC Polytech



You enter a venue to finalize plans for your event, but what you don't know is that you have entered a Management Escape Room. You must solve clues related to human resources, sourcing materials for the event, and managing your team within the room. This room is an engaging experience to demonstrate teamwork while solving management challenges.

